

REMARKS

After entry of the foregoing amendment, claims 8-20 remain pending in the application.

No rejection has been made as to claims 9-15. Accordingly, these claims have been amended in minor respects and put into independent form. They are thus believed to be allowable.

Rejected claims 2 and 7-8 are canceled - without prejudice to applicant's right to pursue the same or commensurate claims in one or more other applications.

The rejection of claims 17-20 is respectfully traversed. Neither the claims of 6,278,781 - nor the claims of 6,947,571 - teaches, *e.g.*:

- establishing communication between a remote system [identified using data steganographically encoded in a captured image] and the cell phone thru a link that includes a cellular network;
- the remote system is another cell phone;
- transferring graphic data from said computer for display on the cell phone;
- or
- sensing a location of the cell phone, and determining the identity of said remote system at least in part by reference to said location.

Favorable reconsideration and passage to issuance are solicited.

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Respectfully submitted,

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